Coming—Norma Shearer and Clark Gable in "The Strange Interlude. Shearer walks away with the picture!

CANADIAN MOVING PICTURE DIGEST

Vol. 24, No. 13 TORONTO 2, CANADA July 23rd, 1932

LEO CARRIES ON!

Come what may, exhibitors of M-G-M product enjoy an enviable security—

"RED HEADED WOMAN" is the current cheer from Leo's quarters. It is winning applause and profits everywhere, establishing a new box-office draw in Jean Harlow.

COMING SOON! "SKYSCRAPER SOULS" with Warren William and a large cast; KEATON-DURANTE in "SPEAK EASILY"; DRESSLER-MORAN in "PROSPERITY".

DEPEND ON YOUR FRIEND LEO!

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

WONDER WHAT A MAGAZINE COVER THINKS ABOUT!

"No sooner do I get comfortably settled on this news-stand than some body buys me. When they put Norma Shearer on a magazine cover it's a quick sale!"

"I'm proud. Honestly I'm proud to display Marie Dressler. The folks come along and say; 'Ah, Marie Dressler. I'll take this one!'"

"Is my face red! I've been stuck here all month and nobody even gives me a tumble. What chance has a magazine cover without an M-G-M star!"

"Greta Garbo gets on more magazine covers than any other star. Gosh, shes popular. I like her in that blonde wig from 'As You Desire Me'"

"Beautiful Marion Davies. She really adorns a magazine cover. They cant help picking me up to look me over. Thanks. Marion!"

"I remember when they used to stick Joan Crawford's photo in a little corner inside. She's a real Front Cover Star now. Popularity that's deserved!"

"I get plenty of attention this month with Helen Hayes. And I hear the folks say; 'I loved her in Madelon Claudet. I hope she's in a new talkie soon.'"

"All dressed up! That's how a magazine cover feels displaying Jean Harlow. I over hear them raving about her 'Red Headed Woman' hit!"

"Gee, the news dealer is happy this month. A lot of M-G-M Stars on the magazine covers. That guy is gonna buy me. I hope I'm going to a nice home!"

Manitoba, Quebec and Ontario register protests against Film Quota

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RAY LEWIS
Editor and Managing Director

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CANADIAN HISTORY

CANADIAN history has witnessed, recorded for to-morrow's history, which must involve the making of our present and our future, two events of National, Empire and International importance.

The Imperial Economic Conference at Ottawa, which officially opened on Thursday, July 21st, 1932, and which must tend for the making of a greater and better British Empire, the St. Lawrence Waterway treaty, which unites Canada and the United States in an enterprise as vast in its undertaking, as it is potent in the effect of its inspiration and fulfillment, have both become possible through the guidance and influence of the Rt. Hon. R. B. Bennett, Prime Minister of Canada.

It should not surprise Canada that a great man, great in his powers for service, has been born unto us.

It is not the first time that the Cradle of Humanity has given birth to leaders, men and women. It is not the first time that Canada has given birth to a man, who stands outlined against the World's horizon, as a tower of strength, as a beacon of light, that men may know and history record his deeds!

"Canada First" takes on its fuller and more spiritual significance, Canada First in the march to make life worth living and this world of ours a planet worth living for and upon.

HARNESSING THE ST. LAWRENCE

THE TREATY between the United States and Canada, as agreed, Tuesday, July 19, 1932, means that these two nations will spend more than a half a billion dollars to harness the St. Lawrence so that it may gallop its steeds of power right up to the fields of Canada and America, fields golden with wheat, and fields studded as the stars bedeck the heavens, with heads of cattle.

There will be a 27 ft. channel from Montreal to the Great Lakes. More than 90 per cent. of the ships of the world can sail over the face of its waters.

Two dams, one at Barnhart Island and the other one at Cupler Island, will provide 1,100,000 horse-power of hydro-electric current to Canada and the United States, leaving a potential power for further development in Quebec of 3,000,000 horse-power.

The estimated cost is figured at $543,429,000 which Uncle Sam and our Lady of the Snows will equally share, there being no favours shown economically to the feminine nation of this contract.

It is also estimated, by engineering experts, that the benefits of the seaway will include a saving of six cents per bushel on the cost of grain moving from the Great Lake ports to Europe.

Prescott, Cornwall, Kingston, Hamilton, Sault Ste. Marie, Windsor, Port Arthur, Fort William, and the Queen City, Toronto, all in Ontario, will become seaports. This advantage also coming to Chicago, Ill., Milwaukee, Minn., Duluth, Minn., Detroit, Mich., Bay City, Mich., Toledo, Ohio, Cleveland, Ohio, Buffalo, N. Y., and the other cities on the Great Lakes.

The treaty consists of ten articles and additional technical provisos. It is a great idea, a great treaty between two nations which make up the American continent. It is the advance guard of prosperity, a prosperity which will not turn any corner, but which navigates its way into our harbours.

The St. Lawrence Seaway Treaty will prove as important to Canada and the Empire as the Imperial Economic Conference. Both of these titanic endeavours will help to build a finer humanity, a real nationalism, a brotherhood of nations which will help to redeem the errors of the inhumanity of nation against nation!

RAY

RAY LEWIS

PRESENTS

THE stars and players of the Industry of Motion pictures have reaped a bountiful harvest from the seeds of this popular entertainment, sown under the producing and distributing activities of our showmen.

It has not been "seven fat years" of a harvest, but twice seven, and for some of our players close to three times seven.

The world has known "lean years", since 1929; and yet stars have not been obliged to give up their orchids, nor have the male stars of the species been obliged to curtail the high cost of loving, or the high cost of living.

The momentum of this Industry's prosperity carried us along, but since even Wheels of Commerce need electrical energy, gas, oil, coal, etc., to keep them revolving, so this Industry, which has withstood the first and second shock of mostly chaff in the Lean Harvest years, must now take an inventory of its crop sown, to be sown and the harvest, which means available cash for production, distribution, etc., and run its business accordingly.

The announcement that M-G-M - Loew has cut salaries is not surprising. No other company in the Industry has treated its employees and associates more liberally, or more fairly.

No other company in our Industry has been as generous to its stars and players, in fact M-G-M has indeed been the Mecca for players, establishing a policy in the making and presenting of stars, the influence of which must have been felt in the policies introduced by other major producing companies.

IT IS to be noted that the "cut" begins with a 5% cut on salaries up to $50.00 weekly, and ends at 35% cut on all salaries of $1,500 and more, with a sliding scale for weekly earnings between top salaries and the lower figures.

A 35% cut on top money is a very fair one.

A star receiving $4,500 weekly would receive $3,000 weekly. It should not be difficult to live on $3,000 weekly. In the sum-total of things, the business of living revolves around four necessities, work, bed, board, and love, the latter, if it is genuine, is an involuntary impulse, which should not come under any economic regulations, or policies.

Bed, board, clothing, the first of these, if this does not involve the kind of a bed which the princess slept upon, so soft that under twenty or thirty layers of down, she felt the pebble which had been put in her bed, should be obtainable anywhere from $50.00 per week and up, board need not involve "nightingales' tongues upon a silver platter", and clothing need not imply nightgowns of two layers of chiffon, trimmed with ermine, cost $789.00 a layer!

We, who are living in this world, must not act as if we were chloroformed, we must awaken to conditions. Our part is in "playing the game", "facing the music", whichever of these terms convey the meaning of "doing our bit", accepting conditions with that spirit which helps to make conditions improve.

UNIVERSAL, through its managing director, S. F. Ditcham, announce an expenditure of eighteen millions for the 1932-33 production schedule.

The territory to be covered in production will be Broadway, Barcelona, the South Seas, Wales, Paris, London, Shanghai and Hollywood.

Four expeditions will carry players to the South Seas, to the Malay Straits, to Barcelona and to Shanghai.

The Uptown, Toronto, had a double feature bill recently, Paramount's "Sinners in the Sun" and "The Dark Horse", by First National, the latter which certainly eclipsed the Sun!

First it is only fair to state that we contend that double features detract from the entertainment value of each other; and this may be one of the reasons for our verdict in respect to "Sinners in the Sun", which we found as stupid and uninteresting as "The Dark Horse" was breezy and entertaining. Incidentally both stories had a hero and heroine, who were about to be divorced, or divorced.

"THE DARK HORSE" had a political background which needs no Farmer Government to label "a humdinger". It was as true to the game as it was funny. For those who have not played politics, it had, not only entertainment, but revelation. Those who know the political game, had as much fun out of this picture as they have out of an election!

"The Dark Horse" is a timely film, now, with all the election talk percolating, is the time to place a booking date right on "The Dark Horse" and personally we would play him "right on the nose", first place, he'll come right up to the box-office post like a winner.

Incidentally Warren Williams of "The Mouthpiece", as the campaign manager is 100%, so is Guy Kibbee as the candidate. The less we say about "Sinners in the Sun", the better Paramount will feel!

The Opening of the Ottawa Imperial Conference is in Motion Pictures

Show Business

"Believe It or Not" Nathanson Rumor Strong

(*Special to The Digest from London*)

We've heard of Wars and rumours of Wars; and now we are hearing, right across the briny, or the "bloomin' pond" that N. L. Nathanson "has gone and done it," that is, that he has promoted the Gaumont-British deal for the acquisition of the Famous Players Canadian Corporation, with a Canadian syndicate "in on the deal", and such names as Lord Beaverbrook, Sir Herbert Holt, among the personnel.

"Believe it or not", rumours are fast and thick; and if it hasn't happened, it should happen, and after all "coming events cast their shadows before".

The deal in which the Gaumont-British and N. L. Nathanson play such conspicuous parts is said to be an all-Canadian promotion and will link up certain interests into an affiliated group which will tend to the formation of one of the most powerful enterprises in Motion Pictures.

If it is "a wise child that knows its own father", then the Famous Players Canadian is wise enough to recognize the paternal affiliation of "N. L." and to permit him to exercise his fatherly interest in his offspring. He knows Canada, he knows Film Business, he has the patience of the seven years' itch in that he will itch and itch and itch for what he wants and then he gets it.

Incidentally, Lord Beaverbrook and Gaumont British have a very close affiliation through the former Beaverbrook chain acquired (maybe) by Gaumont-British, namely Provincial Cinematograph. Going back to paternal interests, was it not Beaverbrook who said in London, England, "I have five millions for Motion Pictures in Canada," whereupon "N. L." having his ear to the ground and his ambition directed towards the formation of a powerful Canadian chain of theatres, arranged with Lord Beaverbrook, through the Royal Securities Limited, for the formation of the Famous Players Canadian Corporation several years ago.

Beaverbrook eventually "stepped out", when Mr. I. W. Killam "stepped in", then Mr. Adolph Zukor "stepped out", when "N. L." was more than "in", finally "N. L." "stepped out", and Zukor again "stepped in" and now Nathanson and Beaverbrook "step in" as Zukor "steps out". Meanwhile, the public has also been "keeping step", being in and out, and incidentally when the Paramount absorption occurred, the public's step was "down and out".

So here's hoping that there is "no catch" in the news; and that Famous Players Canadian Corp. loses its Paramount appendix. It happens in the best of families; and especially is it vital to the health of the victim that the surgery be clean and swift when there is a "rupture".

RKO Pictures for 1932-33 will play the entire Warner Circuit of theatres. Mr. Jules Levy, General Sales Manager, and E. L. McEvoy, Eastern Sales Manager, together with the Western and Southern Manager, Mr. Cresson Smith, put through the deal for RKO with Mr. Joe Bernhard, representing Warner Theatres.

"Personal Talks" by H. B. Franklin

Mr. H. B. Franklin always has something to say that is worth listening to, and reading.

A page from "RKO Now" of July 30th, 1932, called "Personal Talks", starts off with "The Past is for Wisdom—the present for action—the future for confidence."

Mr. Franklin gives the briefest kind of a survey of this Industry of ours, recalling the days of the one and two reel features, the development of public interest, running parallel with the development of the motion pictures until we reach the Talking Screen Age.

Mr. Franklin emphasizes that the public is fickle and the public must be interested in order to make the box-office talk, the only language of the screen which can keep us "healthy, wealthy and wise."

There is a resumé of pictures headed by Metro-Goldwyn-Mayer products which begins its season with "Strange Interlude", featuring Norma Shearer and Clark Gable, as well as "Rasputin", with Ethel, John and Lionel Barrymore, "Prosperity", with Marie Dressler and Polly Moran, and "Skyscraper Souls".

The Paramount, Fox, Universal, Columbia, United Artists, Warner Bros., and "Radio Pictures", in Mr. Franklin's words, "which takes its place amongst the top-notchers with 'Bring 'Em Back Alive', which is making box-office history, Constance Bennett's delightful 'What Price Hollywood', Meriam Cooper's unusual production of 'King' with every ingredient which spells success, and the very different 'The Most Dangerous Game', all indicating RKO's production banner flying high."

"There can be no business depression with attractions such as these. Again we will find that business will go where it is most intelligently urged — where its entertainment wants are satisfied and where courteous attention prevails.

"Fortify yourself with the tried and proved campaigns — and then enhance them with your own personality and fighting spirit. The Motion Picture Industry has something to crow about — Let's Go," states Mr. Franklin, and between you and me and the other fellow in this Industry, we all know Franklin is talking like our Uncle Laemmle always talks, "Straight From the Shoulder." — Let's Go!

English on Water Wagon

We have heard of shows, of financial blows and entertaining woes which have driven humans to drink, but just to show you that Solomon was not such a "wise guy", when he said "There is nothing new under the sun, we introduce you to Sir Harold Bowden, Chairman of the English Olympic Committee, who stated at the First International Recreational Congress, that, "Hollywood Motion Pictures are so popular with millions of the British public that they have substantially reduced the consumption of liquor." Now, Mr. Will Hays, it's your turn to tell one. But just a minute, perhaps Sir Harold is right, after all, he must have been referring to M-G-M's "Wet Parade", it has been so constructed that it is better than the Keeley Cure for drunkards, and as for prohibitionists, it makes them more moistly human.

Premier George S. Henry Emphasizes Educational Value of Films at Ottawa Conference

Ray Presents

(Continued from Page 4)

which B.I.P. endeavoured to force upon Ray Lewis. Be that as it may.

If one swallow does not make a spring, surely one British Film Company does not make a British Film Industry, but if one apple in a barrel can spoil the barrel, it appears to be commonsense that one must eliminate this decadent, or shall we say decayed fruitage from the barrel, lest we who are observers may conclude that we are, dealing with "Damaged Goods".

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Modern 11 room house, electricity, all conveniences, on farm of 177 acres, good land, including 10 acres of apple orchard, tractor, other farming equipment, also four horses and 14 milk cows. Located on Dundas Highway, near Toronto. Will take in exchange a modern sound theatre in city or town, preferably in Ontario or Quebec, open for negotiations, address

BOX 7 — DIGEST

Toronto Theatres

LOEW'S—Manager Jules Bernstein — "The Woman in Room 13", a Fox picture, starring Elissa Landi and Ralph Bellamy.

UPTOWN—Manager Tom Daley — A Fox picture, "Rebecca of Sunnybrook Farm", with Marian Nixon and Ralph Bellamy.

TIVOLI—Manager James Lynch — "The Broadway Melody", revival of this popular Metro-Goldwyn-Mayer picture starring Anita Page and Bessie Love.

IMPERIAL—Manager H. V. Knevels — A Paramount picture, "Jerry and Joan", with Frederic March and Sylvia Sydney.

THEATRE FOR SALE

Good location, newly re-modelled, latest sound equipment and projectors installed. $8,000.00 includes Theatre and land. Don't miss this opportunity. Write

BOX 9 — DIGEST

THEATRE WANTED

I have an apartment and residence in Toronto which I desire to sell. Will consider good motion picture Theatre in arranging a sale by way of part payment. If your theatre is worth more than my property I am ready to pay the difference.

SHOWMAN — DIGEST

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With greatly augmented production facilities and new installations of modern manufacturing equipment, National projector carbons are now produced in our Toronto plant — the **only** projector carbon made in Canada. All requirements of the moving picture industry will be adequately taken care of by our extensive range of high quality carbons. For complete information, write—

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